

Jon Bounds

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I am an experienced social web and online communities professional who has been working in this field for around 10 years. I am an expert on audience engagement and large scale UGC projects and have advised local and central government, arts organisations and private companies on the social web.

I am also a director and founder of a social web training social enterprise which provides Nationally Accredited social media courses that we originated.

My previous experience includes a range of writing, editing and technical communications roles.

Recent social web projects

Marketing Birmingham

Marketing Birmingham is the city's marketing partnership, I've recently completed a six-month programme of work that included an audit of social web activity of the organisation and producing a strategy to integrate into their existing work. That involved recommendations of tools and usage, as well as creating guidelines and staff policies and training. Direct content planning for the new Business Birmingham campaign was also part of this work.

More info: marketingbirmingham.com

Birmingham City Council, City of Culture Bid

I provided an audit of existing social web activity on the City of Culture project and recommendations for further actions. This led to the instigation of a number of new strands of activity and the appointment and training of a dedicated social media manager.

More info: birminghamculture.org

Help Me Investigate

I was employed to help manage the community created around investigative journalism on the Channel 4 funded project.

More info: helpmeinvestigate.com

Warwick Arts Centre

Engaged to provide strategy, training and support on social web matters, I also managed the tender and production of the centre's new website over a eight-month period.

More info: warwickartscentre.co.uk

mac (Midlands Arts Centre)

Engaged to provide strategy and training for staff coinciding with the re-opening of the centre, I worked over a three month period to create a social marketing and communications strategy.

More info: macarts.co.uk

Handmade Birmingham

Engaged to provide strategy and training for the arts and crafts organisation, developing strategies for social networks and email campaigning. I also managed the procurement and development of a new website.

More info: handmadebirmingham.com

Heart of England PCT

Engaged to audit social web communications for the Primary Care Trust, I produced a number of strategy recommendations as well as creating social web policies and guidelines to be adopted by the Trust.

The Big Picture

A project funded by Arts Council England to increase audience participation, and delivered alongside partners such as BBC Nations and Regions. As Online Editor I managed online communications and

technical aspects of the collection of over 100,000 user-submitted photographs from people across the West Midlands region over a six-month period. It was the recipient of an Arts and Business Award and also commended by the international Webby Awards.
More info inthebigpicture.wordpress.com (results site)

Twitpanto

Was an online pantomime which I created, wrote and directed. It was sponsored by the Birmingham Hippodrome, it engaged hundreds of users across the Twitter social messaging site for two years running. It also won an award at the Webbys, in the online art category.
More info: twitpanto.birminghamhippodrome.com

Birmingham: It's Not Shit

BiNS has been serving up the not-so-ugly truth about Britain's second city since the time of its failed European Capital of Culture bid in 2002. It continues to attract visitors and publicity, and has become one of the foremost online presences in the area—offering news and comment to as wide an audience as it can.
More info: birminghamitsnotshit.co.uk

Talk Like A Brummie Day

I set up in June of 2007 with the aim of promoting the culture of Birmingham and dispelling some of the stereotypes held around the local dialect. It was promoted mainly online, with around 1,000 people joining its Facebook group or becoming MySpace friends, leading to extensive media coverage, in the local and national press, various local radio stations, ITV News, Radio Five Live and BBC One's The ONE Show.
More info: talklikeabrummieday.co.uk

Writing and editing work

I have experience working as a writer on technical and non-technical subjects, professionally and with blogs and articles on personal websites. I have also contributed pieces to The Guardian (eg <http://bit.ly/JBGuardian>) The Birmingham Post (where I also wrote a blog/column <http://bit.ly/JBPost>) and bbc.co.uk (eg <http://bbc.in/jbounds>) . I'm used to following house styles, editorial guidelines and using all manner of CMSs. I currently edit a literary magazine,

I often wrote publicity materials for the BBC Public Space and articles for the bbc.co.uk/birmingham website. I have also written features for wide-ranging publications such as Fused, Area (culture) Flipside (music).

I am an experienced editor, having edited books on design topics and software tools, aimed at levels ranging from the beginner to the advanced professional user—and co-authored a tutorial book on digital video editing.

Software knowledge

I am an experienced user of high-end web design tools, non-linear video-editing software, page layout and design software, and image manipulation packages. Programs in my skill-set include; Dreamweaver, Photoshop, InDesign, Illustrator, Avid DV, Acrobat, Flash, Director, QuarkXPress, Final Cut Pro and QuickTime. I also work with scripting and programming languages, including PHP, MYSQL, CSS, HTML, Lingo and ActionScript, as well as the APIs of web services such as Facebook and Flickr. I also produce websites using and customising open source technology such as Wordpress.

Full-time employment History

July 2004 – January 2008

BBC Birmingham

Technical Co-ordinator, Public Space

BBC Birmingham's Public Space is an interactive exhibition and display space which exists to promote the BBC's output and campaigns to the public, as well as to support and engage with local community groups and arts organisations. I developed permanent and themed interactive displays and film – by originating ideas and producing or commissioning material in a variety of media. The programme of events also provided content across all BBC platforms, and involved public interaction.

Events often involved collaborating on ideas, liaising with internal and external contacts to obtain appropriate material. I worked to an assigned budget, ensuring that resources are used cost effectively, sourcing appropriate suppliers. I also interacted with the public visiting the venue, encouraging them to participate and interact with the technology and exhibits to increase accessibility for the audiences.

August 2003 - July 2004

Foundation for Conductive Education

Publications and Website Officer

This post involved the design and production of a wide range of information and publicity materials for a national charity, being responsible for every stage of the production process. Producing supporter magazines, information leaflets and fundraising and promotional material, I wrote, commissioned, and edited copy. I then produced design and layout, and sourced print from various suppliers.

I was also responsible for developing, designing and maintaining the organisation's website, and administrating the online forums, dealing with the community and legal issues.

May 2003 – August 2003

Mysis Financial Systems Ltd

Technical Author

Mysis are a leading supplier of financial computer systems and software to the Insurance industry, I was responsible for the development and production of their instruction manuals and online help guides.

May 2001 – March 2003

friends of ED Ltd

Commissioning Editor / Technical Editor

friends of ED published books on computer design software (including Flash, Photoshop, and Dreamweaver) and development, and digital imaging products (digital video cameras and editing software). In my time there I was promoted from Technical Editor to Commissioning Editor in September 2002. My role involved commissioning titles, developing a book's content, steering its style and leading the project from inception to publishing. I generated and developed title ideas, produced sales predictions and support information, sourced and contracted authors. Leading a team of technical editors, I had to ensure that all content, marketing materials and support files were delivered on time to series style and strict company standards.

Education & Qualifications

City & Guilds 7790 Journalism & Radio Competencies (Distinction)

CSV/ BBC WM Training Unit, Birmingham (1997 – 1998)

BSc(Hons) Computer Science & Software Engineering (2:2)

Dept. Of Computer Science, University of Birmingham, Selly Oak, Birmingham (1993 – 1996)

4 A-Levels: General Studies, Maths, Physics and Chemistry

9 GCSEs: English, English Lit, Maths, History, Biology, Computer Studies, Chemistry, Physics and French

King Edward VI School Aston, Birmingham (1986-1993)